

circular

Brand Guidelines

PREPARED BY
KUDOS Design Collaboratory™

UPDATED
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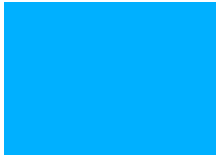
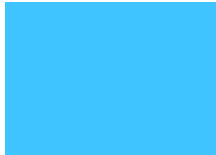
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1.1 Logo



PRIMARY LOGOTYPE

This is the official logo of Circular. It consists of the tri-color logotype. The logotype is typeset in Sharp Sans Regular.

					
RGB	0, 145, 234	RGB	0, 176, 255	RGB	64, 196, 255
CMYK	74, 36, 0, 0	CMYK	66, 17, 0, 0	CMYK	58, 5, 0, 0
HEX	#0091EA	HEX	#00B0FF	HEX	#40C4FF
PMS	3005 C	PMS	2925 C	PMS	2985 C

1.2 Logo Color Variations

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WHITE LOGO

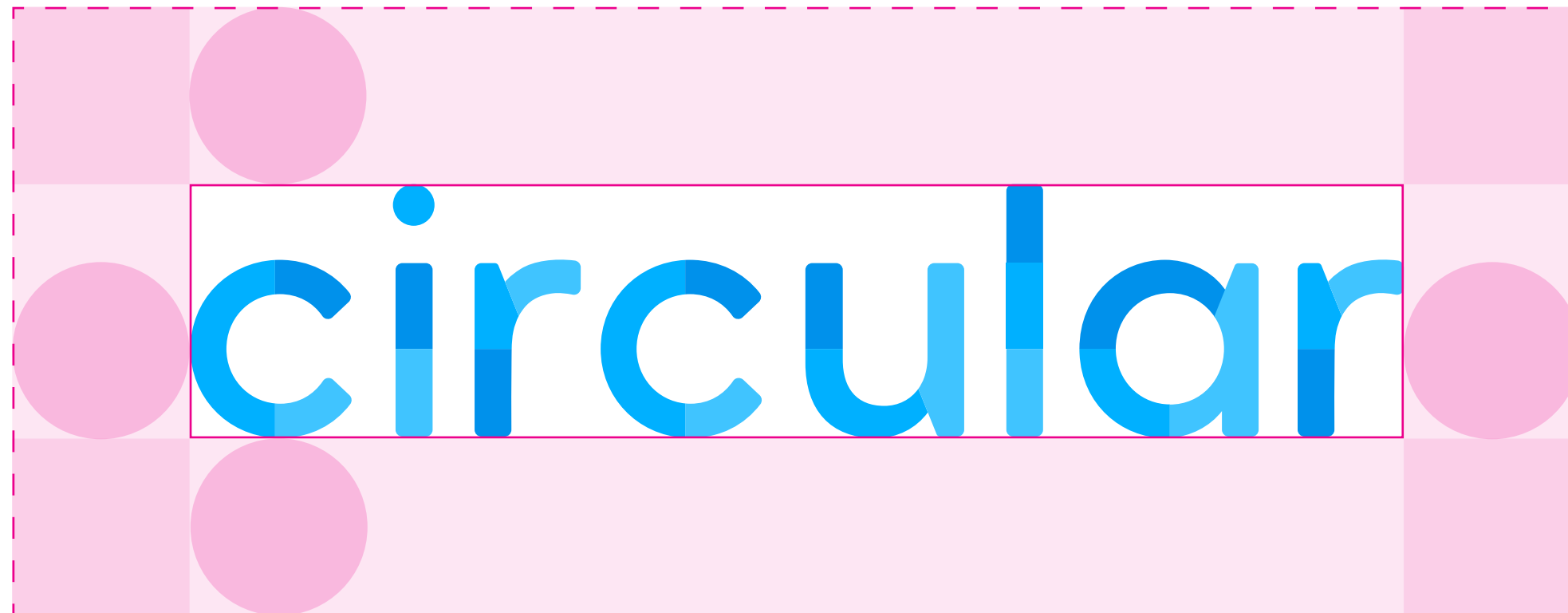
Use when a white logo is required, such as in a list of partners, when reproducing on dark backgrounds.

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BLACK LOGO

Use when a black logo is required, such as in a list of partners, when reproducing on light backgrounds.

1.3 Logo Clearance



LOGO CLEARANCE

The dotted rectangle shown surrounding the logo indicates a minimum clear space based on a full circle from the height of letter "c".

No text or image should be allowed within this area to maintain the integrity of the logo.

2.1 Color Palette

PRIMARY PALETTE

RGB	0, 145, 234	RGB	0, 176, 255	RGB	64, 196, 255
CMYK	74, 36, 0, 0	CMYK	66, 17, 0, 0	CMYK	58, 5, 0, 0
HEX	#0091EA	HEX	#00B0FF	HEX	#40C4FF
PMS	3005 C	PMS	2925 C	PMS	2985 C

SECONDARY PALETTE

RGB	100, 100, 100	RGB	153, 153, 153
CMYK	60, 52, 51, 21	CMYK	43, 35, 35, 1
HEX	#646464	HEX	#999999
PMS	425 C	PMS	422 C
		RGB	189, 189, 189
		CMYK	26, 21, 21, 0
		HEX	#BDBDBD
		PMS	421 C
		RGB	242, 242, 242
		CMYK	4, 2, 2, 0
		HEX	#F2F2F2
		PMS	427 C

3.1 Typography

Circular is an award-winning multidisciplinary practice combining interiors, digital media, branding, experience design and sustainable architecture.

Our vision is to be a global leader in *producing designs for innovative, resilient, human-centered spaces and systems that promote happiness, delight, healthfulness and community. We design with empathy and integrity to create solutions that make the world a better place to live, capturing value for our clients, society and the environment. We embrace a cradle-to-cradle systems-based approach to all aspects of design and customer experience (CX), that leverages lifecycle, societal benefit and environmental regeneration as forces for positive change.*

DISPLAY FONT

IBM Plex Serif

by Mike Abbink & Bold Monday,
fonts.google.com

IBM Plex™ is an international typeface family designed by Mike Abbink, IBM BX&D, in collaboration with Bold Monday, an independent Dutch type foundry.

SUPPORTING FONT

GT America

by Grilli Type, grillitype.com

GT America is the missing bridge between 19th century American Gothics and 20th century European Neo-Grotesk typefaces. It uses the best design features from both traditions in the widths and weights where they function optimally.

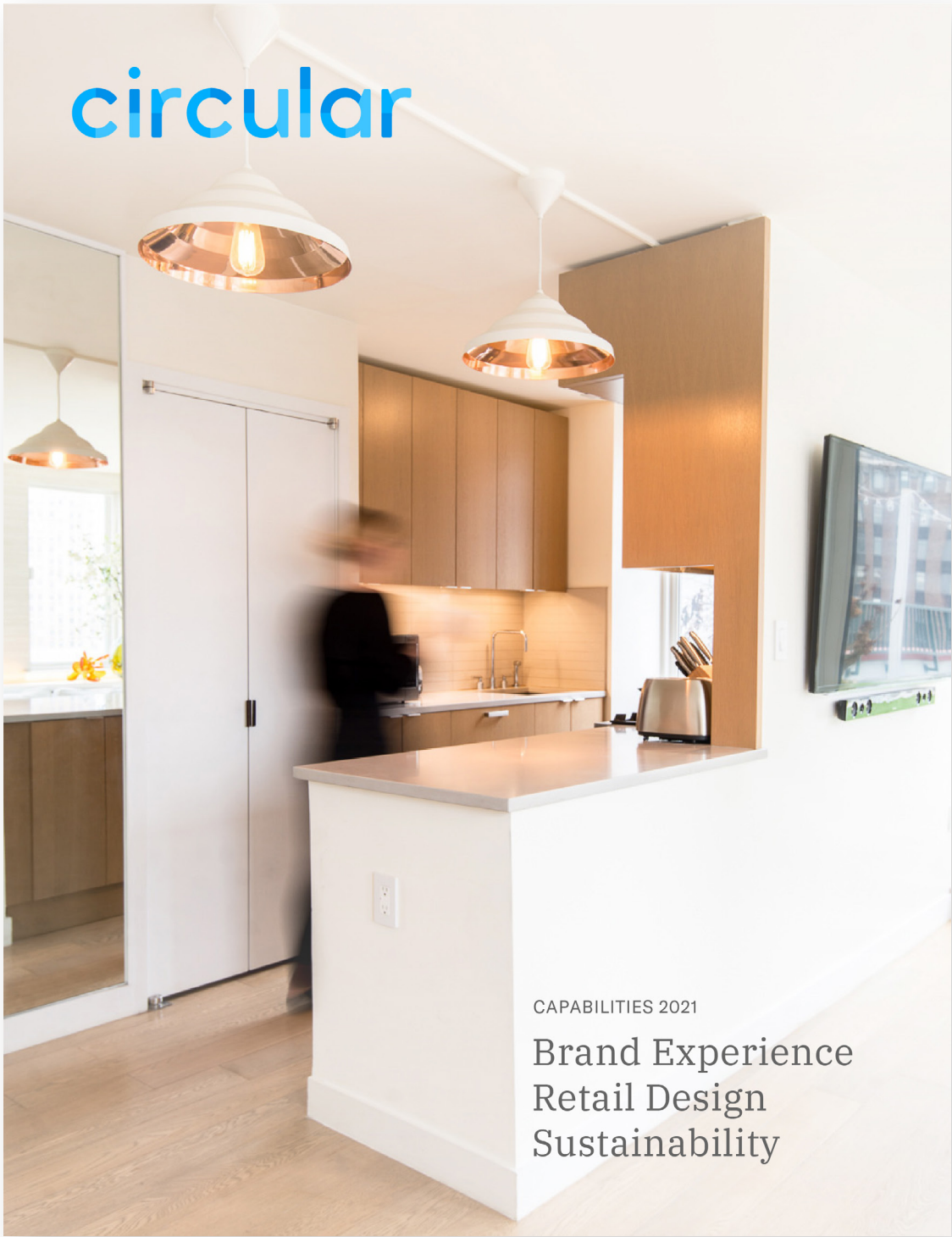
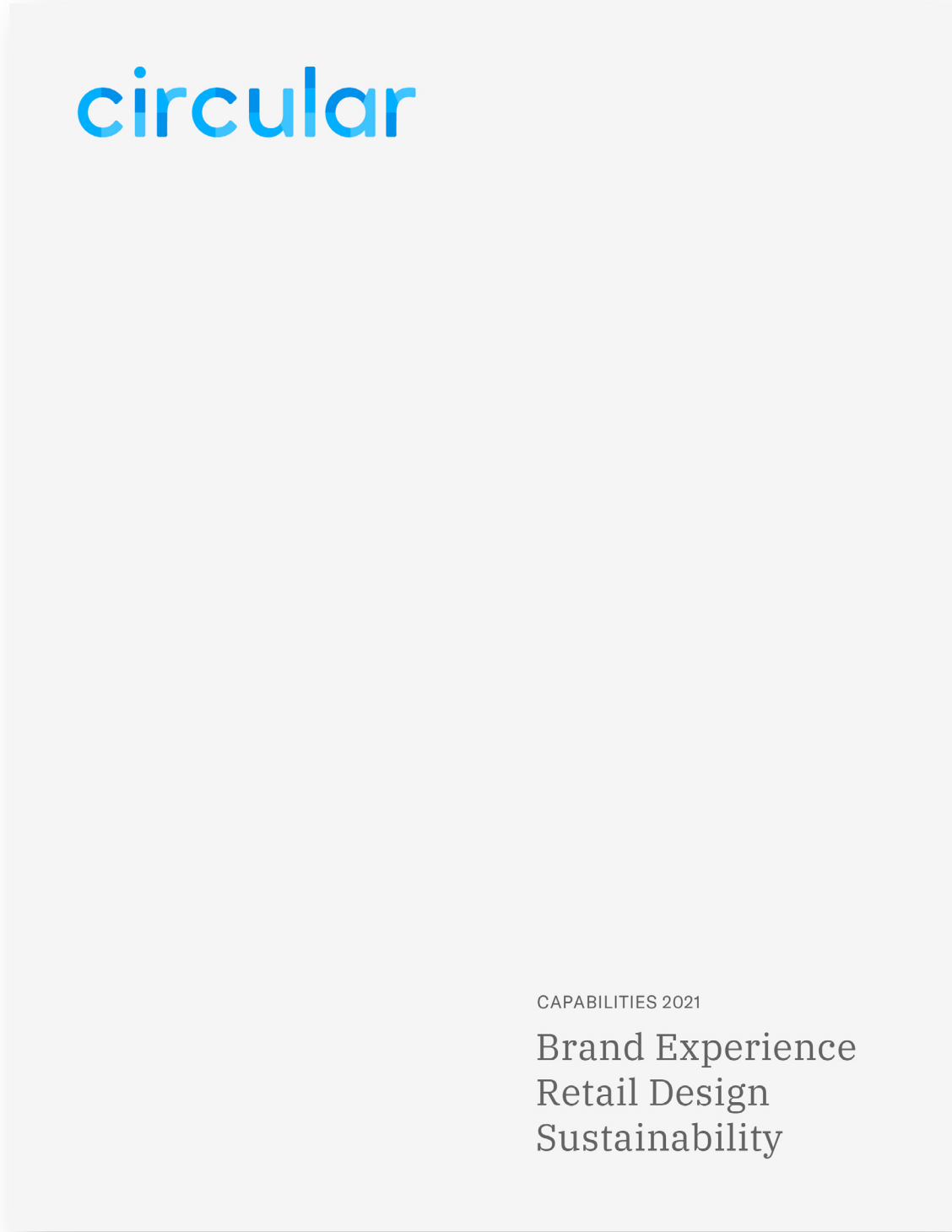
3.2 Typography Hierarchy

IBM PLEX SERIF REGULAR 60PT	H1	Title
GT AMERICA REGULAR 36PT	H2	TITLE
GT AMERICA BOLD 26PT	H3	Subhead
GT AMERICA REGULAR 30PT	Deck	Subtitle
GT AMERICA REGULAR 18PT	P1	Circular is an award-winning multidisciplinary practice combining sustainable architecture, interiors, digital media, branding and experience design.
GT AMERICA REGULAR 14PT	Caption	Our vision is to be a global leader in producing designs for innovative, resilient, human-centered spaces and systems that promote happiness, delight, healthfulness and community.

4.1 Application Business Card



4.1 Application Publication Cover



4.1 Application PowerPoint Cover



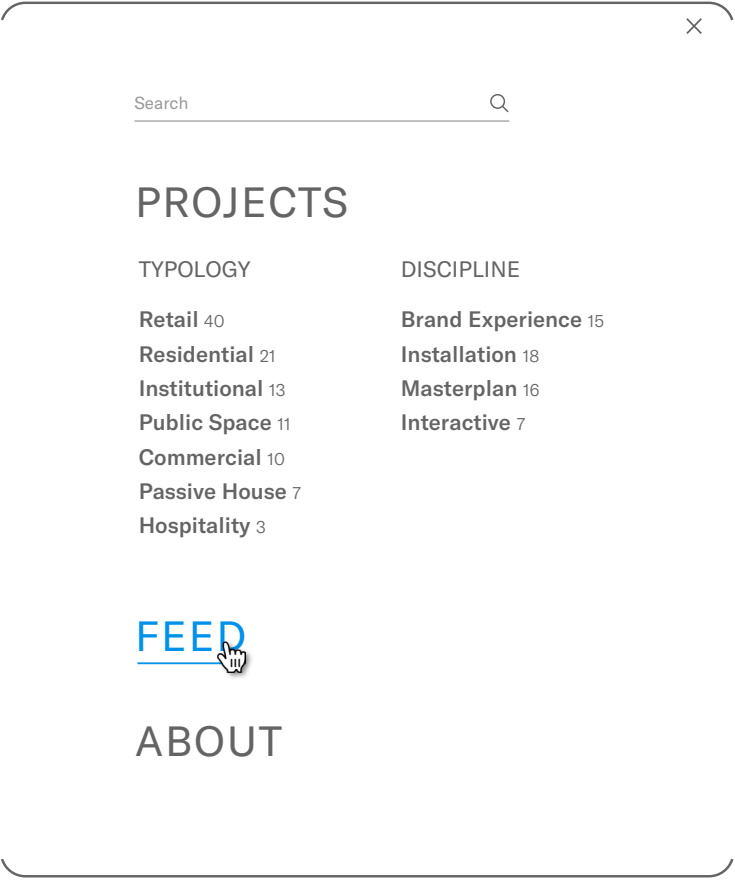
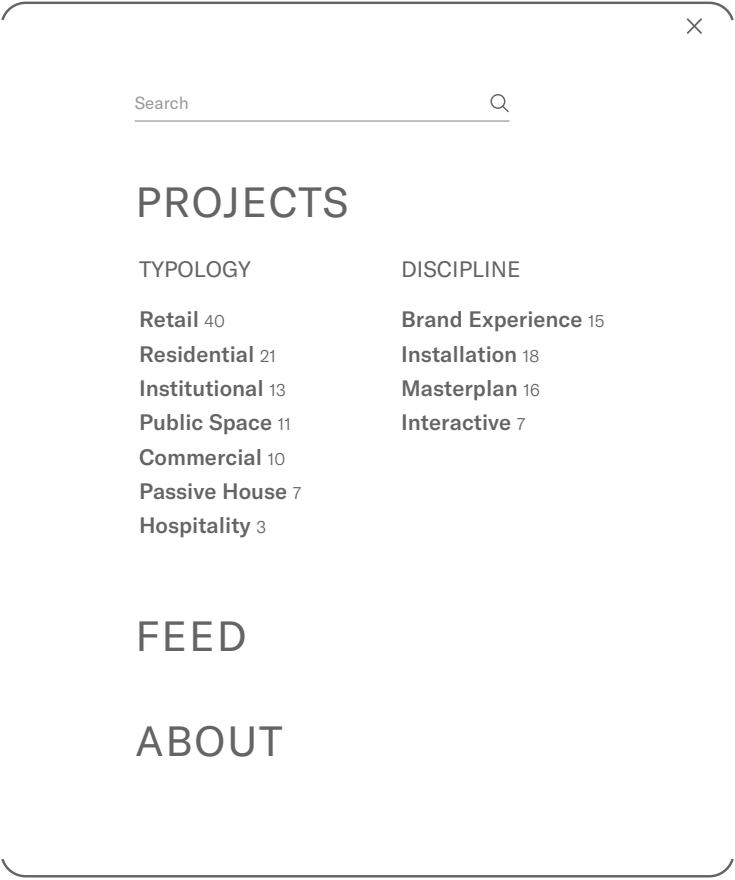
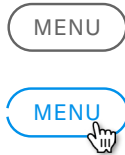
5.1 UI Design Website Homepage



Circular is an award-winning multidisciplinary practice combining interiors, digital media, branding, experience design and sustainable architecture.

5.1 UI Design Graphic Language

Main Nav



Project View Toogle



Tags

Showing 35 projects for [× Passive House](#) [× Retail](#) [× Public Space](#)

Showing 35 projects for [× Passive House](#) [× Retail](#) [× Public Space](#)

5.1 UI Design Graphic Language

Action Buttons

◀

▶

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View All Residential Projects

View All Residential Projects


5.1 UI Design Graphic Language

Thumbnails




Jordan Parnass
Principal

+



Jordan Parnass
Principal

+



Jordan Parnass
Principal


x

As Principal of JPDA, Jordan has been the creative force behind the firm's award-winning projects worldwide. With 20 years of experience, he has consistently kept the firm at the leading edge of integrating new technology and practices into the work. Jordan is a Certified Passive House Designer (CPHD) and a LEED Accredited Professional. Jordan holds a BA in Art and Semiotics from Brown University, and a Masters of Architecture from Columbia University.

Hyperlink Text

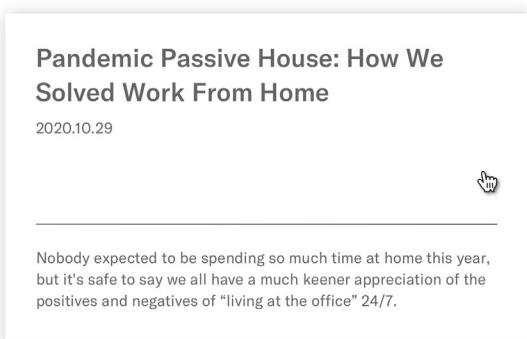
Circular is an award-winning multidisciplinary practice combining sustainable architecture, interiors, digital media, branding and experience design.

Circular is an award-winning multidisciplinary practice combining [PASSIVE HOUSE](#), interiors, digital media, branding and experience design.



Pandemic Passive House: How We Solved Work From Home


2020.10.29




Pandemic Passive House: How We Solved Work From Home

2020.10.29

Nobody expected to be spending so much time at home this year, but it's safe to say we all have a much keener appreciation of the positives and negatives of "living at the office" 24/7.



BMW Motorrad
Brand Experience • California, USA • 2020



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Brand Experience • California, USA • 2020

CIRCULAR

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